**TITLE** (This is the title of your report and should be on a separate page)

**TABLE OF CONTENTS** (This lists the topics you will cover in your marketing mix report with the page number for each topic. This should be on a separate page)

**1: EXECUTIVE SUMMARY** (This is a brief overview of what your marketing mix report is all about, your business, the product or service, and overview of the marketing mix components. This should be approx. half page)

**2: MISSION & VISION**

Mission: (Explain what the business does do? What is the purpose of your business?)

Vision: (Explain what is/are the long terms goals of your business – 5, 10 years from now?)

**3: OBJECTIVES** (Outline the business’ organisational objectives)

**Financial Objectives:**

1.
2.

**Operational Objectives:**

1.
2.
3.
4.

**Marketing Objectives:**

1.
2.

**Marketing Strategies:**

1.
2.

**4: PRODUCT ANALYSIS** (Provide a detailed analysis of your product – this is 1 of 5 marketing mix components – the other 4 are described below )

Product Description**:** (Describe your product in detail, what does it do, etc – approx. half page)

Features & Benefits: (Describe in detail the features, benefits, characteristics of your product – what is so good about it, what are the advantages such as enjoyment, pricing, quality, convenience, time-saving, brand, warranty, etc – approx. half page)

**5: MARKET ANALYSIS** (Provide a detailed overview of your product’s market – approx. 1 page)

Target Customer Base For Product/Service: (Explain the characteristics of your target group including the age-group, male/female, cultural, geographical, sports, seasons, etc )

Keys of Success to Reaching Potential Customers: (Explain their priorities, needs, preferences & how this will impact the marketing mix )

Current Competitors:(Who are your current competitors? What are the weaknesses and strengths of their product/service? Why is yours better?)

Market Opportunities: (What are the market opportunities for the business and product? Explain.)

**6: RECOMMENDED MARKETING MIX**: (Explain in detail each component – a minimum of 4, do not include “Product” as this is covered above - of the marketing mix and how they relate to each other, the market opportunities and the financial, operational and marketing objectives. NOTE: You MUST consider and explain the impact of price changes to consumer demand-see Q3 in Task 1 Procedure – approx. 2 pages)

**7: LEGISLATION & POLICIES** (Explain at least 2 pieces of legislation or policies relevant to the implementation of your recommended marketing mix – approx. half page)

**5: CONCLUSION** (summarise your report – your product or service, the marketing mix, and the expected outcomes – approx. half page)

Name: Title: Date:

Signature